

## **Innovation and investment mechanism of the non-profit organization development**

*I.I. Kalina, PhD in Economics, Associate Professor  
of Department of Management and Marketing  
«KROK» University  
irakln@mail.ru*

*M.V. Shemelyak, Master Degree holder, Innovative  
Activity Management Department  
«KROK» University  
maria.petrochenko@gmail.com*

**The research methodology.** Using the dialectical method of scientific knowledge, fundamental assumptions of modern economic theory, marketing, main concepts of innovation management the innovation and investment mechanisms of development of a non-profit organization were investigated.

**The results.** The basic aspects of innovation and investment mechanism for the development of a non-profit organization were investigated. The comparative description and analysis of the main sources of funding for non-profit non-governmental organizations were conducted and their shortcomings were identified.

**The novelty.** Basic formation and use of innovation and investment mechanism of non-profit organization that affects its development and effectiveness were revealed.

**The practical significance.** Based on the study of modern innovation and investment mechanism of the development of non-profit organization the innovation and investment mechanism of development of a non-profit organization was improved.